

IN.gov Communicators Advisory Council

1st Meeting - January 2007

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1/30/06

- **Redesign & CMS Implementation Update**
- **Purpose of this Council**
- **Other Updates**
 - Overview of significant projects
 - Recent program management & technical advances
 - ExactTarget contract update
- **Next Steps**

Update on IN.gov Redesign & CMS Implementation

■ Why Redesign?

- Agency-focused, not *customer*-focused
- Confusing due to lack of consistency
- Designs are stale
- No IN.gov brand



■ Why a CMS?

- Updating more difficult than it should be
- No workflow for content development/approval
- No easy way to personalize content to the user
- No way to drive dynamic content across IN.gov
- No ability to enforce minimum design standards

- **Goal 1.** *For the External customer*, provide state government information in a customer-centric manner.
- **Goal 2.** *For the Internal customer*, make it easier for users in state government to update content on IN.gov.
- **Objectives**
 - Establish consistent IN.gov brand across IN.gov
 - Provide automated workflow
 - Provide sufficient training to content creators/approvers
 - Ensure compliance with IN.gov branding standards
 - Establish a stable and secure CMS environment

- ✓ **12/11/06** – Redesign & CMS Implementation Project Announced
- ✓ **12/20/06** – Leadership & Redesign Teams Approve Goals
- ✓ **1/26/07** – Design Options Proposed to Redesign Team
- **2/14/07** – Tech Ready
- **3/09/07** – Brand Finalized
- **3/15/07** – Agency Self-Assessments Due
- **4/01/07** – Boilerplate Agency Migration SOW
- **4/01/07** – Migration Plan Complete
- **4/11/07** – Top Level & Pilot Agency Complete
- **4/11/07** – INDOT Begins
- **5/01/07** – Group 1 Begins (*E.g.*, DOR, DNR, ICPR)
- **TBD** – Migration Plan (Remainder) Complete
- **6/30/08** – Project Complete

- **Information-Rich Pages** (*More is more*)
- **Multiple Pathway Information Architecture for Different User Groups**
- **Excellent Search Functionality**
- **Multi-Channel Customer Service**
- **Consistent Design across the Enterprise**
 - No matter how people arrive at a state website, it should reinforce the IN.gov brand
- **Leveraging for Economic Development**

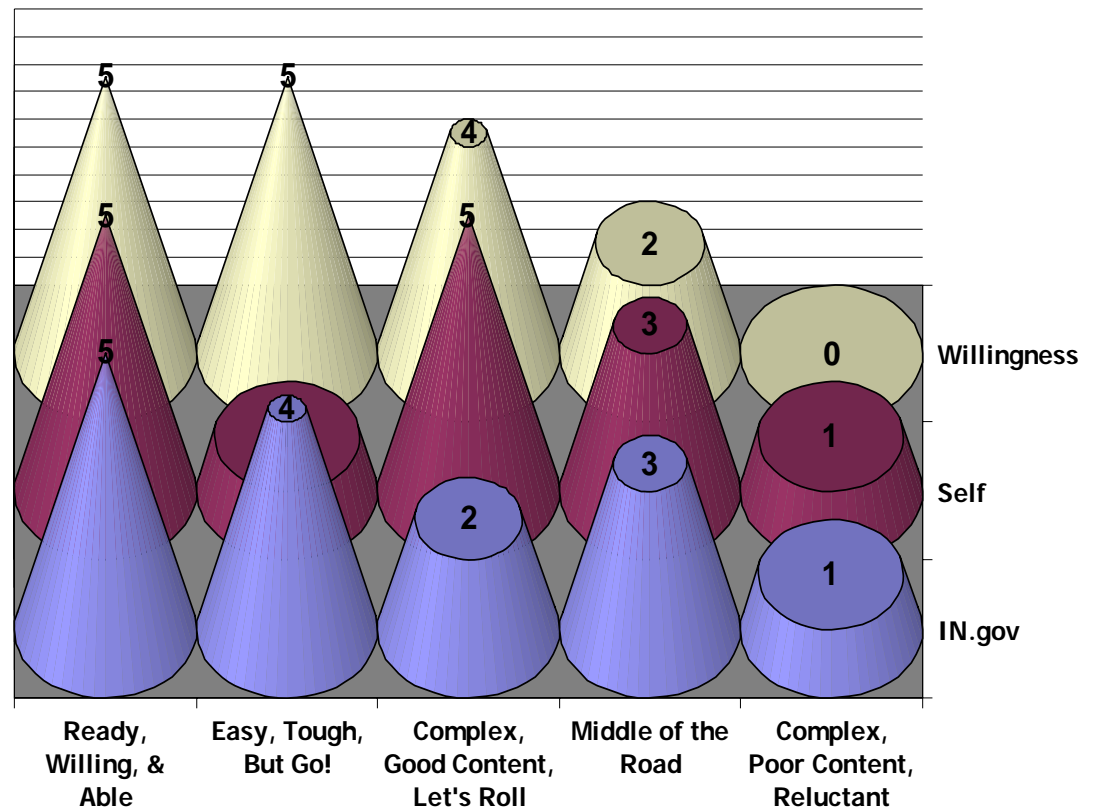
■ IN.gov

Assessment

- Site Size
- Complexity of Migration

■ Self-assessment

- Structure acceptable?
- Content up-to-date?
- Willingness?



Visual Example of Potential Scoring Differences to Take into Account for Migration Planning

■ **Leadership Team**

- Betsy Burdick (Gov.), Stephanie Genrich (Gov.), Christy Denault (Lt. Gov.), Jim Corridan (ICPR), Michael Huber (GEFP), Ryan Kitchell (IFA), Chris Ruhl (OMB), & Maureen Weber (BMV).

■ **Redesign Task Force**

- Stephanie Genrich (Gov.), Gary Abell (INDOT), Deb Abbott (ISDA), Stephanie McFarland (DOR), Linda McGrannahan (IEDC), Dennis Rosebrough (FSSA), Greg Cook (BMV), & Kim Brant (DNR)

■ **Webmaster Advisory Task Force**

- Kevin Jones (DOC), Robert St. John (ISDH), Mark Amick (IDEM), and Timothy Lloyd (DWD)

■ **Implementation Team**

- IN.gov staff & contracted subject matter experts

- **When this Project Is Completed, Who, at a High Level, Is Responsible for What?**
 - Agency personnel are responsible for maintaining their content in the CMS.
 - IN.gov staff are responsible for supporting and maintaining the CMS and the top-level of IN.gov.
 - During the migration, IN.gov staff and the Leadership and Redesign teams are responsible for CMS Governance. After the migration, IN.gov staff and this Council are responsible for CMS Governance.

- **Will there Be Opportunities to Provide Input on the IN.gov Redesign Standards?**
 - Yes. Currently, through the Redesign Team, agencies are providing input. After the agency migration to the CMS is underway, governance of the design standards will be turned over to this Council.
- **What Will this Cost My Agency?**
 - Nothing (other than time). All CMS licenses and basic training are covered.
- **When Will Training be Provided?**
 - Training programs are currently being developed. More information coming soon.

- **Will My Agency Be Allowed to Keep Branding that It Has Already Created?**

- It depends. The design standards that are established will still permit an agency to communicate a brand experience within the IN.gov brand; however, the design of all web pages will be migrated to the new design standards, which may require existing brands to be re-rationalized.

- **What Steps Should I Take Now to Ensure the Smoothest Migration to the CMS?**

- Weed out old, especially “orphaned,” content.
- Transition non-web forms (*e.g.*, pdf, word, excel) to ICPR.
- More information coming with self-assessment survey

- **Will I Still Control Our Content?**

- Yes. Agencies retain full control of content within the design standards established by the Redesign Team and later governed by the Communicators Advisory Council.

- **Who Will Have Access to Edit/Post Webpages?**

- Whoever you want.
- During the migration process, the agency will designate personnel who are authorized to submit new pages and changes to existing pages through an automated workflow. This allows agency communicators to quickly and readily review (if they wish) prior to publication.
- At any time after the migration process, the agency can notify IN.gov CMS administrators to change any person's "permissions" to be able (or not able) to create, edit, post, etc. content.

- **Who Will Approve Content I Need to Post?**
 - Whoever you want. Each agency will have its own workflow rules, which will dictate who may offer new (or change existing) content and who approves content. These rules will be established during your agency's migration to the CMS.
- **How Frequently Can I Change My Pages?**
 - Whenever you want.
 - An authorized person can change content as often as he or she likes. As soon as such content is fully approved through automated workflow, it will be posted immediately.

- **Which Agencies Are Required to Do This?**

- All executive branch agencies—yes, including “quasis”—are required to use the CMS.
- All executive branch agencies, with the exception of the following, are required to redesign their web sites when they migrate to the CMS: Hoosier Lottery, IEDC, Museum, State Fair, and Tourism.

- **Is this Available for Other Branches & Separately Elected Officials?**

- You bet! Naturally, these entities are in no way required to use the CMS nor accept the redesign standards. That said, after the implementation is well on its way and the “kinks” are worked out, the other branches and separately elected officials will be contacted by IN.gov staff and welcomed to leverage the CMS.

■ **More Updates Coming**

- **2/12/07** – Project info @ webmasters.IN.gov
 - Charter, FAQs, links to RedDot Resources, history of “accessIndiana” designs, etc.
 - *Coming Soon*
 - Self-assessment survey for download
 - Brand Standards (as soon as finalized by Redesign & Leadership teams)
 - Boilerplate Agency Migration Statement of Work
- IN.gov Update every two months

■ **Final Notes**

- CMS & Redesign tied together
- WebTrends – Implementation with CMS
- help.IN.gov FAQs (Implementation across CMS)
- Forms centralization by ICPR

Purpose of the IN.gov Communicators Advisory Council



- *The organizing objective of our administration will be higher personal income for Hoosiers, meaning more money, after taxes, in each worker's pocket.*
- *Almost every part of state government can do something, or do it faster, or maybe stop doing something, to improve the chances of economic growth in our state.*
- *Be prepared to help identify what your area can do, to keep track of it, and to be held accountable for progress or the lack of it.*

Governor Daniels, 1/10/05

- **Recap of IN.gov Mission & Vision**
 - **Mission:** To be the single online source of up-to-the-minute state government information and trusted, easy-to-use, “one stop” state services that reduce the cost of doing business with and within state government.
 - **Vision:** To be, by the end of 2008, a measurably customer-centric portal of state information and services.
- **Can't Accomplish Mission without You**

- **Open Group of Active PIOs, Communications Staff, & Webmasters**
- **Discuss, for example**
 - IN.gov Program performance
 - IN.gov standards
 - Enhancements needed for IN.gov
- **Meetings: every two months or every quarter?**
- **Meetings Must Be Meaningful to You**

Other Updates

■ Recently Completed

- **E-Pay:** Complete rewrite. This tool is designed for high volume transactions and has the ability to write directly to DOR's database for clean reconciliation. We have processed over 250 transactions since going live on Friday 1/26/07.
- **FSSA OTP (Opioid Treatment Program):** A single source of real time medication information for 12 clinics throughout the State. This database allows clinics to manage the distribution of medication for chemical dependent patients.

■ Current Projects

- **I-File:** Provides a free online tool for Indiana taxpayers to calculate and pay their state taxes. Interactive interface enhances the customer experience. Set to deploy on February 1st. An anticipated 86,000+ filers will use the system.
- **BMV Real Time:** Real time estimates on branch wait time. Ability to search by zip code so users can determine which branch to visit. Currently in test and scheduled to deploy February 8th.

IN.gov PM & Technical Advances

- **Deployments.** IN.gov now deploys new applications on Tuesdays and Thursdays, with emergency deployments as-needed.
- **Hardware Upgrades.** Replaced several of our production hardware with more robust and reliable equipment.
- **Priority.** Assign priority (*high, medium* and *low*) to your requests submitted via webmasters.IN.gov.
 - IN.gov staff works diligently to resolve all tickets within our SLAs and in order of priority.

- **SLA Notifications.** IN.gov management team receives automated reports throughout the day for SLA tickets that are at or near 75% of the SLA.
- **Monthly Compliance Reports.** Compile monthly data for our SLA tickets and receive automated compliance reports.
- **Customer Service.** Provided IOT customer service training to prevent close any gaps between different service groups. We want it to be seamless for you!
- **User Console.** By leveraging the IOT helpdesk, IN.gov will offer a user console so that you can see the entire history on all of your tickets.

■ Service Level Review

Service Level Description	Service Level Requirement			2006 Q3	2006 Q4
	Acceptable	Marginal	Unsatisfactory		
On Time Delivery of Projects	100-90%	89 - 80%	< 80%	100%	100%
IN.gov Uptime	>=99.95%	99.94 - 95%	<94.9%	99.86%	99.99%
Production Response Time (Peak Hour)	100-90%	89 - 80%	< 80%	N/A	100%
Content Changes w/in 3 Days	100-90%	89 - 80%	< 80%	N/A	93.63%
Web Address Changes w/in 3 Days	100-90%	89 - 80%	< 80%	N/A	100%
Disaster Recovery (Restoration of Content)	<= 48 hours	49 to 72 hours	> 72 hours	N/A	N/A

- Since the last IN.gov Update, we have added the following three metrics: Production Response Time (Peak Hour), Content Changes w/in 3 Days, and Web Address Changes w/in 3 Days.
- **Coming Soon:** Project Response within 7 days, Customer Satisfaction Survey results, and Production Response for all time frames.

IN.gov Easy E-mail Marketing for All

■ Contract with ExactTarget in Place

- Best of breed, trusted, tools to measure effectiveness
- Tiered pricing means every agency gets the benefit of any other agency's usage; no overage fee
- SOW @ www.IN.gov/iot/directors/exacttarget.htm



■ Status

- Who's Using It: Arts, BMV, INshape, DNR, DWD, IEDC...
- Efforts to improve customer service level
- Problems? Contact Meghan Sabau, msabau@iot.in.gov

Next Steps

IN.gov Next Steps

■ Next Steps

- Updates on webmasters.IN.gov
- Establish formal governance of this Council
- IN.gov Executive Advisory Council @ End of Q1 2007

■ What Can We Do Better?

■ Contact Us

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Thank You

This presentation is available at webmasters.IN.gov.